IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-99.　　　(Cancelled)

100-168.　　(Cancelled)

169.　(New)　A method for profiling iTV users, comprising:

gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV;

storing the gathered user-related profile data in an interaction database;

periodically retrieving the gathered user-related profile data in the interaction database;

building a profile associated with the user of the iTV based on retrieving the gathered user-related profile data in the interaction database and data in a local categorized program database; and

presenting programming recommendations in an interactive program guide presenting programs rearranged to reflect a predicted interest of the user based on the profile associated with the user.

170.　(New)　The method of claim 169 further comprising erasing all of the user-related profile data in the interaction database once the profile of the user is developed to protect the privacy of the user by preventing the user from being matched to the user-related profile data in the interaction database.

171.   (New) The method of claim 169, wherein the gathering user-related profile data further comprises identifying demographic information associated with the user.

172.   (New) The method of claim 169, wherein the gathering user-related profile data further comprises identifying psychographic information.

173.   (New) The method of claim 169, wherein the gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV further comprises identifying a program watched by the user.

174.   (New) The method of claim 169, wherein the gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV further comprises associating a plurality of programs with content-associated profile information of viewers of the program watched by the user.

175.   (New) The method of claim 169, wherein the building a profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises combining the profiles of the programs viewed by the user to the developed profile of the user using an averaging algorithm.

176.   (New)   The method of claim 169, further comprising receiving a plurality of advertisements selected using the profile associated with the user of the iTV.

177.   (New)   The method of claim 176, further comprising selecting one of the plurality of advertisements for presentation to the user via the iTV based on demographics associated with the profile of the user.

178.   (New)   The method of claim 169, wherein the building a profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises associating a plurality of URLs with the profile associated with the user of the iTV.

179.   (New)   The method of claim 169, wherein the building a profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises building a profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a database developed by a television program ratings service and a web site ratings service.

180.   (New)   A set-top box for profiling iTV users, comprising:

memory for providing an interaction database; and

a processor, coupled to the memory, the processor being configured to gather user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV, to store the gathered user-related profile data in the interaction database, to periodically retrieve the gathered user-related profile data in the interaction database, to build a profile associated with the user of the iTV based on retrieving the gathered user-related profile data in the interaction database and data in a local categorized program database and to present programming recommendations in an interactive program guide presenting programs rearranged to reflect a predicted interest of the user based on the profile associated with the user.

181.   (New) The method of claim 180, wherein the processor is further configured to erase all of the user-related profile data in the interaction database once the profile of the user is developed to protect the privacy of the user by preventing the user from being matched to the user-related profile data in the interaction database.

182.   (New) The method of claim 180, wherein the processor is further configured to gather demographic information to build the profile associated with the user of the iTV.

183.   (New) The method of claim 180, wherein the processor is further configured to gather psychographic information to build the profile associated with the user of the iTV.

184.   (New) The method of claim 180, wherein the processor is further configured to identify a program selected for viewing by the user of the iTV.

185.   (New) The method of claim 180, wherein the processor is further configured to associate a plurality of programs with content-associated profile information of viewers of the programs.

186.   (New) The method of claim 180, wherein the processor is further configured to combine the profiles of the programs viewed by the user to the developed profile of the user using an averaging algorithm.

187.   (New) The method of claim 180, wherein the processor is further configured to receive a plurality of advertisements selected using the profile associated with the user of the iTV.

188.   (New) The method of claim 180, wherein the processor is further configured to associate a plurality of URLs with the profile associated with the user of the iTV.

189.   (New)   The method of claim 180, wherein the processor is further configured to build a profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a database developed by a television program ratings service and a web site ratings service.

190. (New)   A computer readable medium including executable instructions which, when executed by a processor, provides profiling iTV users, by:

gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV;

storing the gathered user-related profile data in an interaction database;

periodically retrieving the gathered user-related profile data in the interaction database;

building a profile associated with the user of the iTV based on retrieving the gathered user-related profile data in the interaction database and data in a local categorized program database; and

presenting programming recommendations in an interactive program guide presenting programs rearranged to reflect a predicted interest of the user based on the profile associated with the user.

191.   (New) The computer readable medium of claim 190 further comprising erasing all of the user-related profile data in the interaction database once the profile of the user is developed to protect the privacy of the user by preventing the user from being matched to the user-related profile data in the interaction database.

192.   (New) The computer readable medium of claim 190, wherein the gathering user-related profile data further comprises identifying demographic information associated with the user.

193.   (New) The computer readable medium of claim 190, wherein the gathering user-related profile data further comprises identifying psychographic information.

194.   (New) The computer readable medium of claim 190, wherein the gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV further comprises identifying a program watched by the user.

195. (New) The computer readable medium of claim 190, wherein the gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV further comprises associating a plurality of programs with content-associated profile information of viewers of the programs watched by the user.

196. (New) The computer readable medium of claim 190, wherein the building a profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises combining the profiles of the programs viewed by the user to the developed profile of the user using an averaging algorithm.

197. (New) The computer readable medium of claim 190, further comprising receiving a plurality of advertisements selected using the profile associated with the user of the iTV.

198. (New) The computer readable medium of claim 190, wherein the building a profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises associating a plurality of URLs with the profile associated with the user of the iTV.

199.   (New)   The computer readable medium of claim 190, wherein the building a profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises building a profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a database developed by a television program ratings service and a web site ratings service.